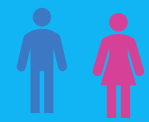


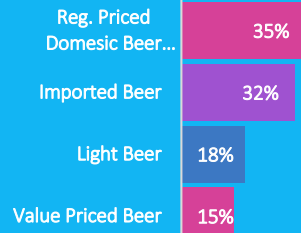
RADIO REACHES 88% WEEKLY: A18+ THAT HAVE DRANK MICROBREWERY/ CRAFT BEER IN THE PAST MONTH

CONSUMER PROFILE

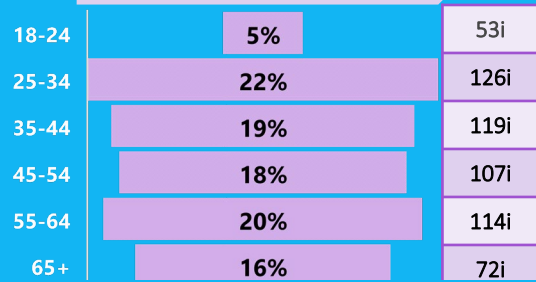


67% 137i
33% 65i

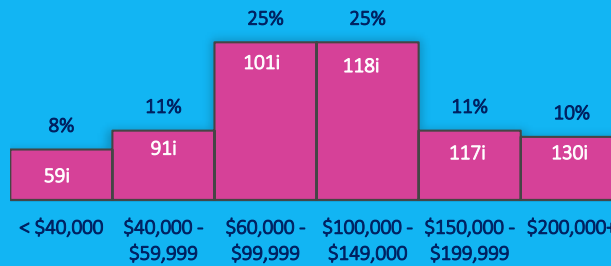
WHAT OTHER BEER THEY DRANK IN THE PAST MONTH:



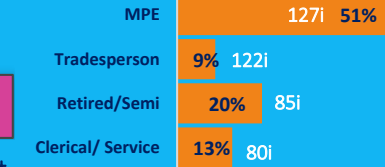
AGE BREAKDOWN: AVG AGE 47: 98i



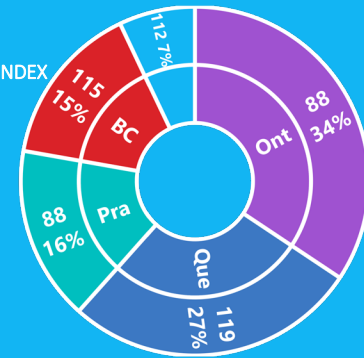
HHI: AVG \$112,000 111i



OCCUPATIONS:



REGION BREAKDOWN: INDEX / % TOTAL



APPROX 15% OF CANADIANS A18+ HAVE DRANK MICROBREWERY/ CRAFT BEER IN THE PAST MONTH

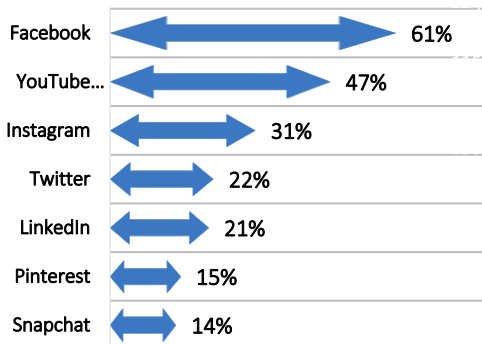
A18+ DRANK MICROBREWERY/ CRAFT BEER IN THE PAST MONTH:

88% are REACHED WEEKLY by RADIO

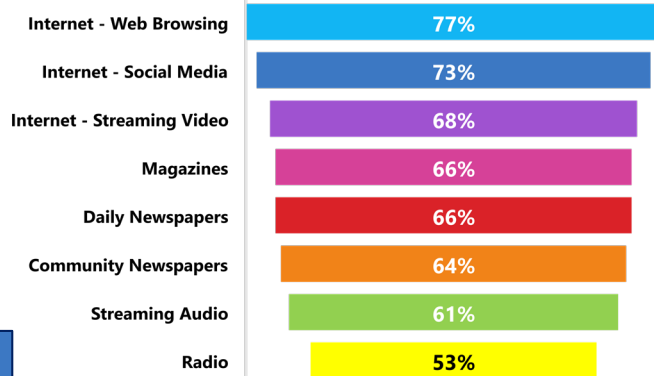
21% of their MEDIA TIME* is spent with RADIO

73% were EXPOSED to RADIO YESTERDAY

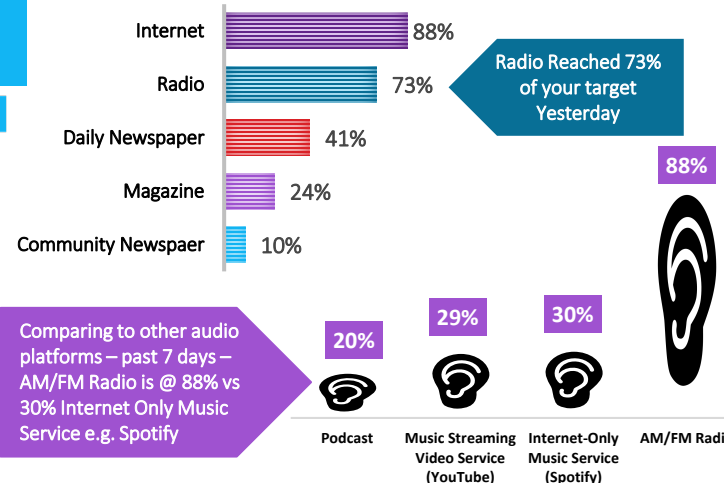
Radio delivers 88% weekly reach against A18+ THAT DRANK MICROBREWERY/ CRAFT BEER – a higher % than popular social media websites delivered in past 7 days



RADIO HAS THE LOWEST LEVEL OF AD AVOIDANCE!
77% of all A18+ THAT DRANK MICROBREWERY/ CRAFT BEER IN THE PAST MONTH occasionally / frequently AVOID ADS ON THE INTERNET WHEN BROWSING

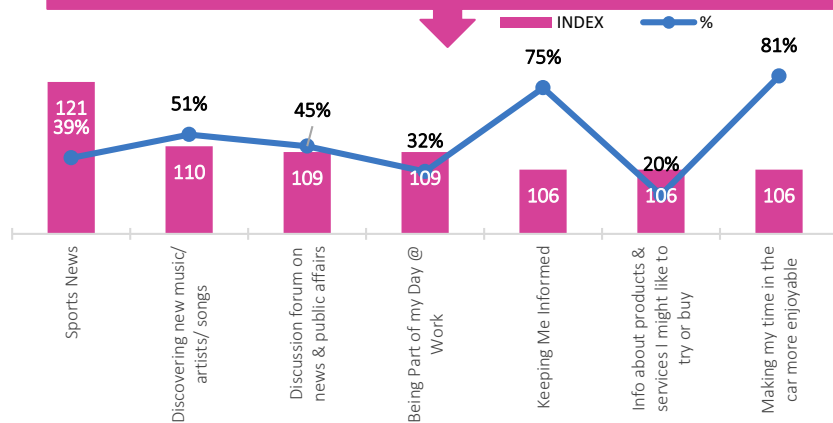


Comparing to other audio platforms – past 7 days – AM/FM Radio is @ 88% vs 30% Internet Only Music Service e.g. Spotify



Radio Reached 73% of your target Yesterday

39% of A18+ that drank microbrewery/ craft beer in past month find Sports News an important attribute -> 21% more likely



A18+ DRANK MICROBREWERY/ CRAFT BEER IN THE PAST MONTH:	Later that same day	Later that same week	More than a week later
Radio Commercial motivation to do a general Internet/online search:	148	153	165
Radio Commercial motivation to visit a specific website:	152	146	175
Radio Commercial motivation to visit a store/business:	140	130	138
Radio Local-on-air radio discussion motivation to access a website:	154	144	165
Radio Local-on-air radio discussion motivation to attend an event:	171	162	137
Radio Local-on-air radio discussion motivation to visit a store/business:	162	147	148
Purchases Time exposed to media before purchase (< 30 mins): Radio Index 109			
Purchases Time exposed to media before purchase (30 mins+): Radio Index 132			
Purchases Time exposed to media before purchase (made purchase any store/past 24 hrs): Index 111			

SOURCE: NUMERIS RTS CANADA FALL 2020/ A18+ / TOTAL CANADA/ DRINKING MICROBREWERY/ CRAFT BEER IN THE PAST MONTH *MEDIA MIX RADIO/ TV/ DAILY NEWSPAPER/ COMMUNITY NEWSPAPER/ MAGAZINE/ INTERNET

